

Promotion of the School Breakfast Program: Application of the Stages of Change Model

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**FNS National
Nutrition Education
Conference 2
Arlington, VA
9/14/05**

Participation in School Breakfast Program is associated with:

- **improved test performance**
 - **reduced tardiness and absenteeism**
 - **increased attention**
 - **improved behavior**



Schools Offering SBP vs. NSLP

School Year 2002 - 2003

	NSLP schools	SBP schools	% of NSLP schools with SBP	National Ranking
PA	3,864	2,581	66.8%	37
USA	97,674	76,470	78.3%	

Source: School Breakfast Scorecard: 2003. Food Research and Action Center (FRAC)

Background – Information Gathering

- **Examined SBP participation rates**
- **Conducted phone interviews with SFS directors**
- **Conducted focus groups**



Stages of Change Model

- **Behavior change is a process.**
- **Individuals are at varying levels of readiness to change.**
- **People at different levels benefit from different interventions.**



Stages

- **Precontemplation**
- **Contemplation**
- **Decision**
- **Action**
- **Maintenance**



Precontemplation/Contemplation



Motivation & Action Steps



Teleconference & Workshops



Decision/Action



Assistance in developing plan



One-on-One Consultation



Action/Maintenance



Support & Reinforcement



Recognition as Role Models



Strategies

- **Teleconference**
- **Workshops**
- **One-on-One Consultation**
- **Recognition as Role Models**



Teleconference IV: Increasing School Meals Participation: Creative Strategies that Work!

➤ **May 12, 2004**

➤ **Objectives:**

motivation to take action

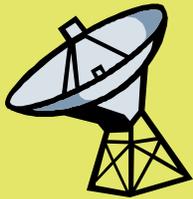
identify barriers

identify creative solutions

➤ **27 downlink sites**



Teleconference Format



Satellite Segments

- ✓ “Creative Strategies” video roll-ins
- ✓ Panels



Activities at Local Sites



Teleconference Results

- 350 participants**
- Significant improvement in perceived knowledge of strategies to improve school meals participation (5.9 pre-test;7.2 post-test)**
- High likelihood of implementing one or more creative strategies (7.4)**



Master Instructor Workshop

➤ **May, 2003**

➤ **Topics:**

benefits of SBP

steps to start a SBP

financial considerations

overcoming barriers

resources



Master Instructor Workshop - Results

- **Local workshops have reached 49 school districts.**
- **159 people trained**



“Breakfast Brigade”

- **Nine School breakfast program “experts” (food service directors) provide one-on-one consultation.**



Breakfast Brigade

Chosen based on

SBP program success

Geography

Experience with alternative systems

Professionalism

Provided

Training

Support

Funding



Breakfast Brigade Collaborations

- **Pennsylvania Hunger Action Center**
- **Dairy Council**
- **Pennsylvania Nutrition Education Program**



Breakfast Brigade Results

- **Assisted with initiation of SBPs in 14 districts**
- **Contacts with 48 school districts**



Recognition as Role Models

- **Breakfast Brigade**
- **Master Instructors**
- **Teleconference**
- **Web-Based Activity Reports**



School Breakfast Program Participation in Pennsylvania

2003/2004 -

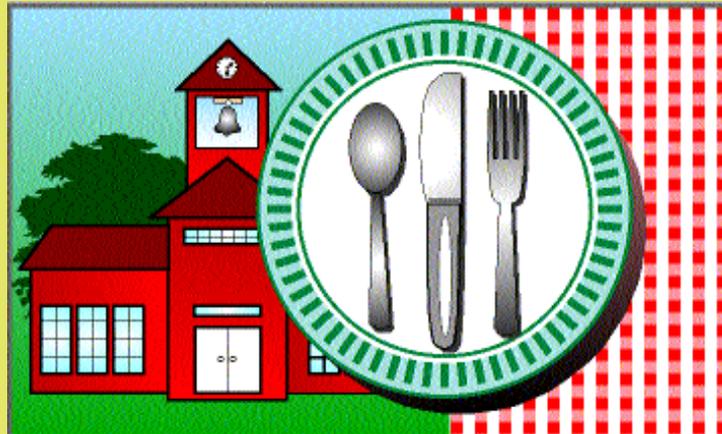
**6% increase in average number of
breakfasts served/day**

2004/2005 -

**7% increase in average number of
breakfasts served/day**



**For more information,
check the Project PA website:**



<http://nutrition.psu.edu/projectpa>